

## IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims and ADD new claims in accordance with the following:

1. (CURRENTLY AMENDED) A method of notifying a user of product information, comprising:

in an additional information database, storing additional information for individual product information of a product information database and storing user profile related information set by an information provider and used as a display parameter for selecting the additional information ;

presenting basic information for the individual product to the user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product; and

selecting the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database; and

~~presenting to the user the selected additional information together with the basic information of the individual product~~ additionally displaying the selected additional information corresponding to the basic information for said presented basic information.

2. (CURRENTLY AMENDED) A product information notification system comprising:  
additional information management ~~means for~~ unit storing, in an additional information database, additional information for individual product information of a product information database and user profile related information set by an information provider and used as a display parameter for selecting the additional information;

product information presentation ~~means for~~unit presenting basic information for the individual product to the user, from the product information database;

profile information acquisition ~~means for~~unit acquiring profile information of the user receiving the basic information for the individual product;

display parameters processing ~~means for~~unit selecting the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the user profile related information used as a display parameter set by the information provider in the additional information database; and

additional information presentation ~~unit means for presenting to said user the selected additional information together with the presented basic information of the individual product~~  
additionally displaying the selected additional information corresponding to the basic information for said presented basic information.

3. (CURRENTLY AMENDED) The product information notification system according to claim 2, wherein said profile information acquisition ~~means~~unit conducts wireless communication with a user terminal storing that user's profile information to acquire said user's profile information.

4. (CURRENTLY AMENDED) The product information notification system according to claim 2, wherein said profile information acquisition ~~means~~unit conducts wireless communication with a user terminal storing that user's identification information, and acquires the user profile information corresponding to said user identification information from a profile database storing user profile information.

5. (CURRENTLY AMENDED) A product information notification system according to claim 2, wherein said product information presentation ~~means~~unit and additional information presentation ~~means~~unit display, respectively, the basic product information and the additional information in a vicinity of the basic product information.

6. (CURRENTLY AMENDED) A product information notification system according to claim 3, wherein said product information presentation ~~means~~unit and additional information presentation ~~means~~unit respectively include product information transmission ~~means~~unit

transmitting information to be displayed by product information display meansunit and additional information display meansunit provided on said user terminal.

7. (CURRENTLY AMENDED) The product information notification system according to claim 2, further comprising a product information management server comprises a WWW server managing said product information database, the product information presentation meansunit and the additional information presentation meansunit, and presents the basic and additional information to a user terminal having a WWW browser.

8. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said profile information acquisition meansunit acquires the user profile information from said user's terminal over the Internet.

9. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said profile information acquisition meansunit acquires the user's identification information from said user's terminal over the Internet, and acquires the user profile information corresponding to said user's identification information from a profile database storing user profile information.

10. (ORIGINAL) The product information notification system according to claim 9, wherein said product information management server manages said profile database.

11. (ORIGINAL) The product information notification system according to claim 9, wherein a customer management server interconnected with said product information server manages said profile database.

12. (CURRENTLY AMENDED) A product information notification system according to claim 7, wherein said product information management server further manages said additional information database and said display parameters processing meansunit.

13. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein an additional information management server interconnected with said

product management server manages said additional information database and includes said display parameters processing ~~means~~unit.

14. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said product information presentation ~~means~~unit and said additional information presentation ~~means~~unit comprise a terminal linkage unit operating on the WWW browser on said user terminal.

15. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying the additional information.

16. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying comments and accepting input comments from said user terminal as other additional information regarding the products provides to the user.

17. (PREVIOUSLY PRESENTED) The product information notification system according to claim 16, further comprising a comment database managing the accepted comments by said terminal linkage unit.

18. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is a chat linkage unit accepting chat by said user terminal.

19. (ORIGINAL) The product information notification system according to claim 18, further comprising a chat channel management unit managing chat contents accepted by said chat linkage unit.

20. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is an order acceptance linkage unit accepting product orders from said user terminal.

21. (ORIGINAL) The product information notification system according to claim 20, further comprising an order procedure unit conducting order procedures based on a product order accepted by said order acceptance unit.

22. (CURRENTLY AMENDED) A computer readable recording medium on which is recorded a program controlling a product information notification system according to a ~~process~~operations comprising:

in an additional information database, storing additional information for individual product information of a product information database and storing user profile related information set by an information provider and used as a display parameter for selecting the additional information;

presenting basic information for the individual product to the user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product; and

selecting the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database; and

~~presenting to the user the selected additional information together with the basic information of the individual product~~ additionally displaying the selected additional information corresponding to the basic information for said presented basic information.

23. (CURRENTLY AMENDED) An electronic product notification system in network communication with terminal of a user, the system comprising:

an additional information database, storing additional information for individual product information of a product information database and storing user profile related information set by an information provider ~~and used as a display parameter for selecting the additional information;~~  
and

a controller

displaying basic information of the product to the user via the network, from the product information database,

acquiring a profile of the user via the network from the user terminal, and

selecting the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database, and

~~presenting to the user the selected additional information together with the basic information of the individual product~~additionally displaying the selected additional information corresponding to the basic information for said displayed basic information.

24. (CURRENTLY AMENDED) The method according to claim 1,  
wherein the user profile related information set by the information provider ~~and used as~~ the display parameter comprises one or more of age, occupation, or user sex, and  
wherein the selected additional information is recommendation information.

25. (CURRENTLY AMENDED) A method of notifying a user terminal of product information, comprising:

storing individual product information in a product information database;

in an additional information database, storing additional information for the individual product information and storing user profile related information modifiable by an information provider and used as a display parameter for selecting the additional information;

presenting the individual product information to the user terminal, from the product information database;

selecting the additional information for the individual product information, based upon comparing ~~the~~ acquired user profile information with the user profile related information used as the display parameter modifiable by the information provider in the additional information database; and

~~presenting to the user terminal the selected additional information together with the individual product information~~additionally displaying the selected additional information corresponding to the individual product information for the presented individual product information.

26. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the additional

information is selected and presented to the user during the presenting of the individual product basic information, upon moving a cursor over the presentation of the individual product basic information and a match between the acquired user profile information and the user profile related information used as the display parameter set by the information provider in the additional information database.

27. (NEW) The product information notification system according to claim 2 further comprising a basic information display area and an additional information display area in a screen displaying a list of individual product information on display; wherein a product information presenting unit displays a list of individual product basic information in said basic information display area, and an additional information presenting unit displays an individual product's additional information selected by the displaying parameter processing unit to said additional information display area.